

Message Text

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FM AMEMBASSY SANTO DOMINGO

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TAGS: BEXP, DR

SUBJECT: FY 1975 EMBASSY/PUERTO RICAN COMMERCIAL OFFICE
COMMERCIAL PLAN

REF: SD 2530, JUNE 21, 1974

1. GEOGRAPHIC PROXIMITY AND CLUTURAL SIMILARITIES MAKE PUERTO RICO AN IDEAL SUPPLIER OF GOODS TO THE DR. PR HAS RECENTLY BECOME A SIGNIFICANT FACTOR IN TOTAL U.S. EXPORTS TO THE DR (IN FY 1974, PR EXPORTS TO THE DR EQUALLED \$74 MILLION, 23 PERCENT OF THE TOTAL OF U.S. EXPORTS). PUERTO RICO HAS MAINTAINED A POSITIVE BALANCE OF TRADE WITH THE DR EVERY YEAR SINCE 1966. THE EMBASSY COMMERCIAL SECTION AND THE PR COMMERCIAL OFFICE IN SANTO DOMINGO ARE NATURAL ALLIES, AND COOPERATIVE EFFORTS SHOULD CONTRIBUTE SOLIDLY TO OUR MUTUAL EXPORT PROMOTION GOALS. AS PER THE FY 1975 COMMERCIAL ACTION PROGRAM (REFTEL), THE COMMERCIAL ATTACHE AND THE DIRECTOR OF THE PUERTO RICAN COMMERCIAL OFFICE HAVE PREPARED THE FOLLOWING PROGRAM, WHICH IS PROPOSED FOR WASHINGTON APPROVAL, OF JOINT COMMERCIAL PROMOTION IN THE DOMINICAN REPUBLIC:

2. THE COMMERCIAL SECTION AND THE PR OFFICE WILL REGULARLY EXCHANGE RELEVANT INFORMATION, INCLUDING ALL STUDIES, REPORTS, TRADE LISTS, MAILING LISTS, WHICH ONE OR THE OTHER PRODUCES. THROUGH PRIOR CONSULTATION, WE WILL ENSURE A MINIMUM OF DUPLICATION IN MARKET RESEARCH AND RELATED STUDIES.

3. BOTH OFFICES WILL SHARE THEIR SERVICES TO THE EXTENT
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POSSIBLE (THE EMBASSY COMMERCIAL NEWSLETTER; THE PR OFFICE

EXHIBITION SPACE; THE EMBASSY'S ADDRESSOGRAPH FACILITIES;
COMMERCIAL LIBRARIES, ETC.)

4. THE PR OFFICE DIRECTOR WILL TAKE PART IN THE EMBASSY'S
PROGRAM OF EXPANDED COMMERCIAL SERVICES IN AND VISITS TO
SANTIAGO, THE COUNTRY'S SECOND CITY.

5. WHEN EITHER THE EMBASSY OR THE PR OFFICE HAS
THE EXTRA BURDEN OF A TRADE MISSION, THE OTHER PARTNER WILL
LEND THE MAXIMUM ASSISTANCE POSSIBLE, PARTICULARLY
DURING THE TIME THAT THE MISSION IS ACTUALLY IN THE
DR.

6. THE EMBASSY, THE AMERICAN CHAMBER OF COMMERCE, AND THE PR
OFFICE WILL JOINTLY SPONSOR AN EXHIBITION OF FOOD PROCESSING
AND PACKAGING MACHINERY IN MAY OR JUNE 1975.

7. FOR FY 1975, THE FOLLOWING PRODUCT CATEGORIES WILL BE
THE OBJECT OF JOINT EMBASSY/PR OFFICE ATTENTION:

-- FOOD PROCESSING AND PACKAGING MACHINERY

-- CONSTRUCTION AND HARDWARE SUPPLIES AND EQUIPMENT

8. THE COMMERCIAL ATTACHE AND THE PR OFFICE DIRECTOR WILL
WORK CLOSELY, TOGETHER WITH DOMINICAN TRADE ASSOCIATIONS,
TOWARD A REASONABLE INTERPRETATION OF LAW 173, WHICH, AS RECENTLY
AMENDED, GIVES OVERWHELMING PROTECTION TO LOCAL AGENTS AND
DISTRIBUTORS AND WHICH PARTICULARLY EFFECTS PR TRADE RELATIONS
WITH THE DR.

9. SUBJECT TO WASHINGTON'S APPROVAL, THE EMBASSY AND THE PR OFFICE
WILL ORGANIZE A CONFERENCE OF U.S. COMMERCIAL OFFICERS IN THE
CARIBBEAN AREA, TO TAKE PLACE DURING THE SPRING OF 1975 IN
SAN JUAN, OR ALTERNATIVELY IN SANTO DOMINGO. THE CONFERENCE,
SIMILAR TO THAT HELD IN TOBAGO IN MAY, 1974, WILL ONCE
AGAIN COVER TOPICS OF GENERAL COMMERCIAL INTEREST. HOW-
EVER, WHERE IN TOBAGO THE CENTRAL TOPIC WAS THE CARIBBEAN
COMMON MARKET, IT IS SUGGESTED THAT A MAJOR THEME FOR 1975 BE THE
PUERTO RICAN ROLE IN EXPANDING U.S. EXPORTS TO THE REGION.
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